THE GUILFORDIAN

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Thelma King Circulation Mgr. game which calls for drudgery, disci- lege, possessed by every old student, Address all communications to THE GUILFORDIAN, Guilford College N. C. Subcription price \$1.50 per year Entered at the post office in Guil- fine spirit. It is a game that demands ford College, N. C., as second class quick thinking under fire, a game that mail matter.

Member of North Carolina Collegi- self. ate Press Association.

PUBLICITY

The business of advertising has grown to be a fine art, and figured in dollars and cents is so great as to place it among the most important of the nation's activities. To bring to the attention of the public and display in an attractive manner ones wares requires great skill. In the commercial world advertising in a powerful and legitimate force, and the postage on it aggregates \$30,000,000 annually.

In advertising has proved so valuable commercially it should have its value in other lines of work. The power of suggestion is a force that is beginning to be understood and used.

Only a short time ago the news was hearalded abroad that Guilford large coaching staffs. Victory and dehad 54 students who passed less than feat are too important. The public nine hours of work. The student body was flayed as being shiftless, indolent isn't the public's game. and in fact generally unworthy of a place in any college. At the same time another college in our state broadcast the fact that 54% of the ship are not mutually exclusive inter-95 members of its Senior class made ests in college. How about the claims 90% on their general average, 15 made a per cent of 95 or higher, 8 this sport develops quick thinking, selfwere above 97 and 3 above 98.

With little thought of the meaning of grades the public congratulates the ally educative and stimulating? We recipients of these marks. It gives no thought to the fact a mark of 95 is to one college may mean no more than careers of a considerable group of foot-85 in another. It is doubtful if such high grades would be given by any member of the Guilford faculty, for 98 and above is perilously ne r per- wou'd close the case, would it not? fection, but there are many fine stu-dents going daily in and out of the class rooms at Cuilterd class rooms at Gui'ford.

Guilford College needs a live campaign for FAVORABLE publicity. There are good things galore to be said of the faculty and student body, and the public should know them. Within life. How about these other and finer a r. dius of 30 miles of Guilford there fuits of the sport? are hundreds who ask in dismay when Guilford is accidentally mentioned, "Where is that college?"

the enrollment, but to create a favor- or restrained, that it is first of all able attitude of mind on the part of con be clarified of bunk and pretense the general public.

ed and chosen. Then will there be no leges are Doing. chance for odious campariso with a well selected student body the

THANKS

How did she do it? Guilford College do it. Now it has been figured out has always been noted for making a how many times, if all the chewing success of everything she undertakes, gum manufactured in a year was and the recent Intercollegiate Press placed end to end, it would reach Convention adds another success to around the earth. In statistics of this

mitory space for only 300, to attempt If all the gum chewed last year except to entertain 60 delegates representing what was dropped and had to be 15 different North Carolina colleges. It would indeed be absurd for the on the tops of tables, chairs and desks officers to have the temerity to assume would look like the dickens. the credit for the success of the con-

vention. Although, the automobiles, picture shows, bonquets, helped to make everyone have good time, the visitors will not remember Guilford College in any such way. The personal interest and hospitality shown by ford College published an annual. the Guilford students is the one thing Just why we are the only institution will always be remembered.

The Guilfordian wishes to take this one is a question that can be answeropportunity to thank the dining room ed only with some embarassment. committee for their co-operation in serving meals, and all those who contributed in any way to the success of lie in that fact. Many small instituthe convention.

FRUITS OF FOOTBALL FRUITS OF FOOTBALL "Gr. ntland Rice, sports writer for an undertaking, Guilford would be

Collier's, m. intains that the case for abreast with the times in that espect. football is much stronger than the one against it.

'Is modern football injurious, either Edwin P. Brown Acting Bus. Mgr. mentally or physically? Here is a pline, and hard work, three of the most | would strengthen their relations with important things in life. Here is a game that calls for loyalty, service, and team play, for clean living and builds up confidence and control of do not publish an annual, we are prov-

> 'From the student's angle, the player today must have completed a year in college and maintained a high standard before he is able to play in his sophomore year. And then, to continue to play, he must keep his work to a degree above the average-So football, to a certain extent, puts a pre-

mium on scholastic ability-'What does the college want-more male flappers, more tea hounds, more booze artists, more joy riders?

'Existence, with all the money about nd all the modern luxuries, is getting too soft as it is. Football isn't per fect, under our present system, it has its faults, and it must still be watched, guarded, and improved. It is somewhat over-organized; too much organized scouting of rival teams; too must be kept on the outside, for it

Football enthusiasts have done con siderable research in support of the contention that football and scholar m de by Mr. Rice and others that control. confiedence, loyalty, service, and team play, that is, that it is morsuggest that somebody who has time do it investigate the postgraduate bill stars. Are they men notable for the qualities named above as compared with other groups? Such a finding egoism born of campus adulation. We all know men whose health has been seriously affected by the tragical letdown from strenuous football regime o the normal routine of postgraduate

We do not say that football needs justification such as that suggested. But there are so many people Publicity is needed, not to increase think that it must be either justified What Guilfrod needs is a waiting list so that the student body may be pick-to be fairly judged."-What the Col-

It is Prof. Ofergosh Sakes, of the number of failures will be negligible. Detroit News, to whom is attribut. ed the discorvery that, if you took all the world and put pretzels in Again, the question has been asked, them in a straight line, you couldn't her reputation. It is quite an undertaking for a col-lege with 285 students, and with dor-lege with 285 students, and with dor-lege with 285 students, and with dor-chewing gum—chewed or unchewed? Here a students and Guilfordian board or any of its instead of the bottoms of them, it Daily News.

THE GUILFORDIAN

Not since the Spring 1924 has Guil-

of any size in the State not to publish

It is true that Guilford has a small

student body but the reason does not

tions publish good annuals. For ex-

ample, Elon and Lenoir-Rhyne in this

State. If enough people on the cam-

Nothing can take the place of an

annual in maintaining loyalty among

alumni. Something tangible, contain-

ing a written record of years in col-

Guilford in future years. It would be

an archive of school activites and a

"who's who" of student life. Guilford

does all too little up-to-date advertis-

ing as it is, and every year that we

ing ourselves either to be too lazy to

publish one, incapable of publishing

one or too poor to publish one. Some

answer the situation with the first two

theories but I will limit myself to the

consideration of the third. The annual

of 1924 was a financial success accord-

ing to William Blair, the business

At the University of North Carolina

nd all the larger institutions a fee is

charged as part of the regular tuition

(Continued on page 4.)

ART MUSEUM FOR YALE

Yale University, at New Haven,

ne and set of the light

A. S. PARKER. 1st Vice-Pres. & Treas.

H. M. ARMENTROUT

Greensboro

Conn., is to have a million-dollar art

museum. The money for the new

Luilding was given by two friends of

he university whose names were not

made public. Plans for the building

have been completed, a site has been

chosen and construction will soon

OUR AIR MAIL SERVICE

The United States now has the most

xtensive and efficient air mail ser-

vice in the world. Twelve air mail

lines extending to the four cornrs of

the United States and connecting with

the transcontinental air mail line from New York to S.n Francisco, are now.

or soon will be, in operation. Mail

planes over all these routes will fly

MARTHA WASHINGTON

CANDIES Made in Greensboro.

fints and Salted Nuts Our Specialty

JOS. J. STONE & CO

PRINTERS, ENGRAVERS,

BINDERS

more than 16,000 miles a day.

manager.

begin.

OPEN FORUM

Shoes Styles to Suit HOW ABOUT AN ANNUAL? Any Man Who Walks.

You young men want Style as well as quality. You get both when you buy your Shoes from Hendrix. "RED" HUGHES is our representative at Guilford. It will pay you to talk the matter over with him.

223 S. Elm St. Greensboro, N. C.

The College Man's Store UNTS-DEBOE CO

The Best Clothing Shirts & Hats That Can Be Had

GREENSBORO, N. C.

GUILFORD **BIGGER AND BETTER**

WHARTON-MEDEARIS, Inc.

CLOTHES FOR YOUNG MEN **Exclusive but not Expensive**

The Commercial National Bank

High Point, North Carolina

J. Elwood Cox, Pres V. A. J. Idol, V-Pres. and Trust officer E. B. Steed, J. W. Hiatt, W. T. Saunders, As*istant Cashiers Capital and Surplus, \$1,000,000.00

RANDALL'S PHARMACY

THE SERVICE STORE

High Point North Carolina ***************

DONNELL HARRY

You can always find here, the first-out thing which appeals to the young man.

EVERYTHING FROM SOX TO HAT 104 North Elm Street Opposite the Jefferson Sky Scraper

R. F. DALTON President

SNOW LUMBER CO.

Lumber, Sash, Doors, Blinds, Etc.

High Point, N. C.

A COMPLETE LINE OF SPORTING

GOODS AND COLLEGE SWEATERS

"Where Quality Tells"

Buy At

ELIS

W. E. SNOW 2nd Vice-Pres. & Supt.

CARTER DALTON

Vice-Pres. & Gen'l Counsel

North Carolina

Office Equipment and Supplies Greenshoro, N. C.

RAINBOW CAFE --LUNCH-Opposite Jefferson Standard 101 West Market Street GOOD THINGS TO EAT"

GREENSBORD HARDWARE CO HARDWARE Our Store Welcomes You 21 S. Elm St., Greensboro, N. C REALTORS

GUILFORD LUMBER & MFG CO QUALITY MILLWORK

Greensbore, N. C.